

# GIMBELS—A Saturday of Great Attractions—"Progress"

## "Progress"—An Enormous Sale of Women's Coats at \$15 to \$52.50



**\$15**

Utility Coat of Black Zibeline, collar of Black Velvet, trimmed with Nutria.

Also, Coats of

Corduroy  
Chinchilla  
Mixtures  
Wool Plush  
Plaid Materials



**\$25**

Coat of Black Broadcloth, with collar and border of Skunk-Opossum.

At \$25—Coats of Velour Raye, Corduroy, Caracul Cloth and unusual Plaid Materials.

**Coats at \$19.50**

Smart Coats of Corduroy with collars of Natural Raccoon. In brown, green, gray, purple and navy.



**\$25**

Coat of fine Seal Plush, skirt of coat is very wide; lined throughout with Peau de Cygne.



**\$52.50**

Afternoon Coat of Black Silk Velvet, trimmed with Dyed Skunk or Natural Raccoon.

Also, Coats of Velour de Laine Plush Velvet

Sale in Coat Salon, Third Floor

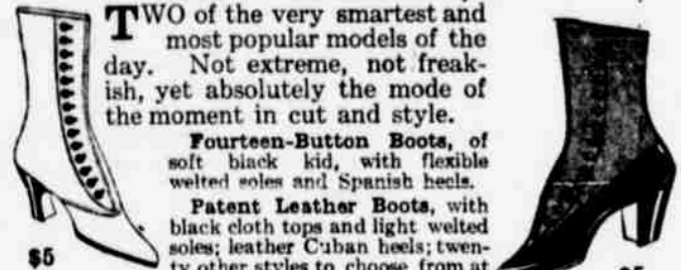
## "Progress"—Extra Special The Last Word in Smart Shoes for Women at \$5

TWO of the very smartest and most popular models of the day. Not extreme, not freakish, yet absolutely the mode of the moment in cut and style.

Fourteen-Button Boots, of soft black kid, with flexible welts and Spanish heels.

Patent Leather Boots, with black cloth tops and light welts; leather Cuban heels; twenty other styles to choose from at \$5.

GIMBELS—Second Floor



## "Progress"—1,000 Women's \$1.50 Envelope Chemises at \$1

THE fine lace that trim this lingerie make the price remarkable. We bought all the lace that a manufacturer had, selected an excellent quality of nainsook and had these envelope chemises made according to our specifications.

Seven Lovely Styles.

All have deep lace yokes that are ribbon-run, with groups of cluster tucks below.

GIMBELS—Second Floor

## "Progress"—1,000 Men's & Women's \$3 Umbrellas, at \$2

ALL silk and Union taffeta with tape edge; all new styles, with plain or fancy handles; women's Umbrellas in black and colors.

**\$3.50 to \$5 Umbrellas, \$3**

Fine quality silk and yarn-dye taffetas; wonderful assortment of handles, engine-turned, engraved and etched silver caps; gun-metal, silver mounted naturals and carved woods; cape and buck horn hooks, etc.

GIMBELS—Main Floor

## "Progress"—Tomorrow---A Happy Day for Boys Who Get Their Clothes at GIMBELS!

WE have made special preparations for "Young America." More and more boys are coming to GIMBELS for their clothing—because it is so distinctive and yet very moderately priced.

### Boys' Overcoats at \$6.75

Double-breasted styles; wool lined, belted or plain backs; convertible collar of velvet or self; chinchillas, sizes 8 to 11 years; fancy mixtures and oxford gray, sizes 10 to 18 years.

### Boys' Mackinaws, \$5 and \$6.50

Maroon, tan, gray, olive and brown on light or dark grounds; belted or plain back with belt; convertible collar and great pockets; sizes 8 to 18 years.

### Boys' Hand Tailored Suits, at \$8.50 and \$15

Smart plaid model, with yoke, patch pockets and three-piece belt; in grays, browns, fancy dark and light checks and mixtures; sizes 8 to 18 years.



### Boys' Hand Tailored Overcoats, \$10 & \$15

Fine foreign or domestic materials; grays, browns, mixtures and many exclusive overcoatings; belted or plain backs; velvet or convertible collar; sizes 8 to 18 years.

### Boys' Norfolk Suits, \$6.75

Two pairs of trousers. Fancy overplaids, checks, stripes and mixtures; Alpaca lined throughout; plaided back, three-piece belt and patch pockets; sizes 8 to 17 years.

### Chinchilla Overcoats, \$5

Wool body lined; yoke, belted full swaggar back; sizes 3 to 10 years.

### Boys' \$3 Hats, \$2

Best styles in chinchilla, plush, velvet, felt and cloth.

### Austrian Velour Hats, \$3.95

Smart silky finish; nowhere in New York can these hats be found at this price. GIMBELS—Fourth Floor

## "Progress"—1000 Blouses—4 New Paris Models Three New Colors

Paris has just endorsed these exquisite colors—

**Coral  
Maize  
Biscuit**

This sudden change of Fashion will not cause a mere commotion for a day or so, as recent advices from Paris tell us that these are to be the colors for Spring.

First of these Crepe de Chine Blouses in America

Tomorrow at **\$5**

First Big Change of Season—in Paris and at GIMBELS

It was a task to secure silks in these colors. But we got them in an exquisite quality of Crepe de Chine—the kind that is heavy and has a slight lustre.

New models, as well as new colors. New collars, new ruffles, new frills, new pleatings—and last, but by far, not the least, new sleeves.

GIMBELS—Third Floor



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"Progress"—

## The Great, Fascinating GIMBEL Christmas Toyland Exposition The Big Double Bill Attraction! Opens Tomorrow—Bring the Children!

More Than \$250,000 Worth of Toys, Dolls and Games in a Most

Remarkable International Exhibition and Sale—Imported War Toys Galore—Everything That Is NEW Is Here

### Biggest, Merriest Toy Store in City

THE GIMBEL TOY STORE on the Fourth Floor is a realm of real fascination for big and little, for young and old. Not just a toy shop, but a big, thoroughly stocked, scientifically conducted and organized toy business, planned along such lines as to best meet the varied demands of thousands.

A TOY STORE WITH A MESSAGE—a message of thrift.

Not just a toy mart for wonderful sight seeing, but a place in which you can get the best, the NEWEST and the MOST for your money.

THOUSANDS OF DOLLARS' WORTH OF EXCLUSIVE THINGS.

More than an acre and a half of GIMBEL Toyland surprises. Wherever you turn and look there is something new. Mazes of things that are entirely exclusive—things you cannot buy elsewhere.

In many lines the war spirit is dominant, and the various military phases of the vast European conflict are here brought startlingly near.

If you want to see the most amazing, the most captivating exhibition of its kind in Greater New York come to GIMBELS. You will find the Fourth Floor a Garden of Toy Delights.

Here Are Some of the Wonderful NEW Things You Will See:

### GIMBEL Toy Chief Tells an Interesting Story of Experiences in Europe

"There was some doubt in my mind about the advisability of my making a toy buying trip to Europe this year. After studying the matter very closely I decided that the trip could be made with advantage."

"With the proper credentials, I was able to visit the various toy manufacturers in Europe. I was successful in placing my orders as usual. One of the results of my trip is to be seen in the magnificent collection of war dolls representing a miniature of the various monarchs, generals and types of the common soldiers of the European armies of today."

"There were some classes of toys that it was impossible to buy in certain parts of Europe. For instance, Germany has long been our principal source of supply for lead soldiers. This year, on account of the use of the material for war purposes, lead was very scarce, and orders could not be filled. The same was true in France, so I hurried to England and got to touch with some of the large manufacturers there and after considerable planning I managed to get an English manufacturer to accept my orders and execute them immediately. My stock of lead soldiers to-day is greater than ever before and we have all types that are represented in the present conflict in Europe."

"As it was impossible to get all the goods shipped through the regular channels we had to resort to the Far East. East system, and by means of this convenient method we obtained some of our goods from the other side of the world. Of course the very bulky and extremely heavy toys cannot be shipped this way, but the lighter weight and very valuable toys came through in good time and in good condition."

"I was able to get from the French manufacturers an unusual assortment of toys, together with novelties which have been duly received. England this year has produced several distinct novelties which will be shown with our usual large assortment of English toys and games."

"On my return to America I found the American manufacturers had been very busy in bringing out new ideas in the toy field. Fearing that the supply of lead soldiers would be insufficient, I hurried around until I found a manufacturer who was willing to copy the foreign lead soldiers. I supplied him with the models. He made the moulds, producing some of the soldiers we have here in our Toy store to-day. They are so close to the originals that only an expert can tell them apart."

"American toy manufacturers have been very quick to act on any suggestion offered them regarding reproductions of foreign toys, and in several instances they have really done wonderful work."

"This, I think, is a very interesting story of the toy business in Europe. It shows how the toy business is a very important part of the world's industry, and how the American manufacturers have been very successful in keeping up with the foreign supply."

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### Combination Rocking Horse

Table, Rocking Horse and Play Box combined. Note the illustration. Remove the saddle, spread out the leaves and you have a table. Open the bottom and there is a play box! Take off the rockers and you have the horse on a platform!

### Armored War Horse and Rider

The horse is in a full set of armor and wears a gay plume. The warrior standing at his head is also in full armor. Boys will be immensely pleased with such a toy.

### Wonderful Toy Automobiles

So complete in their equipment and electrical detail that they look like real, high-priced cars. Electric bells, glass wind-shield, rubber tires and all else.

### White Nursery Furniture

Charming! Some with cretonne and some with cane effects. Some with bluebird decorations and bluebird china to match. The bluebird furniture includes ancient rockers, see-saw teeters, bench rockers, china closets, chairs and tables.

### Red Cross Ambulances

These vividly picture war in mimicry. Stretchers containing the forms of wounded soldiers are seen in these ambulances.

### Imported Plush Animals

Made of plush, and from the cleverest originators in Europe. Included are elephants, camels, buffaloes, dogs, horses, bears, pigs, cows.

### French Mechanical Animals

Walking bears, jumping lions, leaping tigers, walking dolls, swimming dolls, acrobatic figures and comical characters that do wonderful things.

### Dolls of Every Description

Such amazing representations of big and little dolls! Dolls of every nation, blonds and brunettes. Charming in their varied loveliness.

### Play Suits for Boys and Girls

The biggest stocks in town. Indian Suits, Police, Cowboy, Sheriff, Mexican, Boy Scout and Soldier Play Suits. All on figures so you can see just how they will look.

### And Oh, the Submarines!

Just like the submarines that you have read so much about—so very, very real.

### Hand-Made Villages

Whole villages cut out of wood and decorated by hand. Even the smallest detail, tiny thatched huts, are to be had. One can set up an entire village in a few minutes—churches, houses, trees, animals, citizens, soldiers, etc. Absorbingly interesting!

### Toys Made by Belgians

Refugees who turned to toy-making. Hand cut from wood and vividly painted—soldiers of different nations, naval reserves, animals and Christmas trees.

### Extraordinary Gifts in Baskets

For boys and girls, and fitted in various ways. One girl's basket contains a doll's tea service; another a baby doll and layette; all are artistically made and decorated. One of the boys' baskets has a set of fine tenting, a roly-poly and celluloid animals; also others.

### Old-Style Dutch Cradles

Foot rock, just such as grandmothers used. Little lace curtains, lawn spreads and lace trimmed pillows.

### Forts and Lead Soldiers

Forts that bristle with guns. Lead soldiers of all foreign nations in the most warlike fighting and marching attitudes. Papier mache soldiers in cabinets or done up in tenpin fashion.

### And Such Real Looking Guns

Guns that you imagine would spell war. Rapid fire guns on wheels. Wooden cannon with wooden pegs for ammunition; steel and iron cannon on wheels. And guns used for firing at warships—big dreadnought targets.

### Armored Autos and Trains

Just like those used in European warfare. Grim and determined looking engines turned into harmless playthings.

### The New "Taube" Reproduced

The flying machine that has won world-wide fame. Glides over the ground, then ascends and flies away.

### Games of Every Description

Everything that is new and amusing in games; games for the young and the grown-ups, and all at attractive prices. And so many other wonderful things for Christmas gift giving that it would take a whole page to describe them. GIMBELS—Fourth Floor

## 'Santa Claus Land'

On the 8th Floor

ALL life, color and merriment when the GIMBEL Store opens tomorrow. You will find the Eighth Floor transformed.

The French Traveling Circus will be a big attraction.

A real live Santa Claus (85 years old) will be seen in his ice palace.

The War Dolls to be seen in the Palace of Peace will be a tremendous attraction. No where else in this country is there such a Christmas feature.

Skating at St. Moritz will vividly appeal to young and old.

The Submarine Vending Machine will be a big novelty.

So will the Dardanelles Vending Machine be.

Novelties Galore—A big centre of attraction in addition to the Fourth Floor surprises.

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